

Why We Need Media Ownership
Limits:

- Diversity of views is vital for informed democracy: If one company can own a town's local newspaper, TV and radio station, if national TV networks can merge their news operations, if nothing limits the size of these media giants, we may only get one version of the news. Issues that matter can be more easily buried or distorted, and differing viewpoints will not be heard.
- Diversity of creativity, art, culture, vision: We don't need censorship to combat violent, sexist, racist, commercialized, unoriginal media—we need access for independent producers to offer alternatives. We need choices—not more channels from the same owners.
- Labor rights and minority ownership: Fewer media companies means fewer jobs for media workers. Media ownership by people of color and women is down and getting worse as a result of consolidation.
- Freedom of the Net: If the media giants have their way, even the once-free Internet will be controlled by monopolies who can limit our access, as well as monitor and charge us for everything we view.
- Localism and community: Without local owners and local newsrooms, media are disconnected from communities. Clear Channel radio uses digital tricks to make the same DJ sound local in dozens of different cities. Giant media corporations are less likely to cover local issues or feature local artists.
- Corporate accountability: With the recent wave of corporate malfeasance (especially in the media sector) we need watchdogs now more than ever—not media run by corporate honchos concerned only about their stock price.
- The fate of journalism: Ownership consolidation means fewer foreign news bureaus, investigative reporters and resources for journalists. Mega-media's main goal is profit, which undermines any sense of public or civic duty.